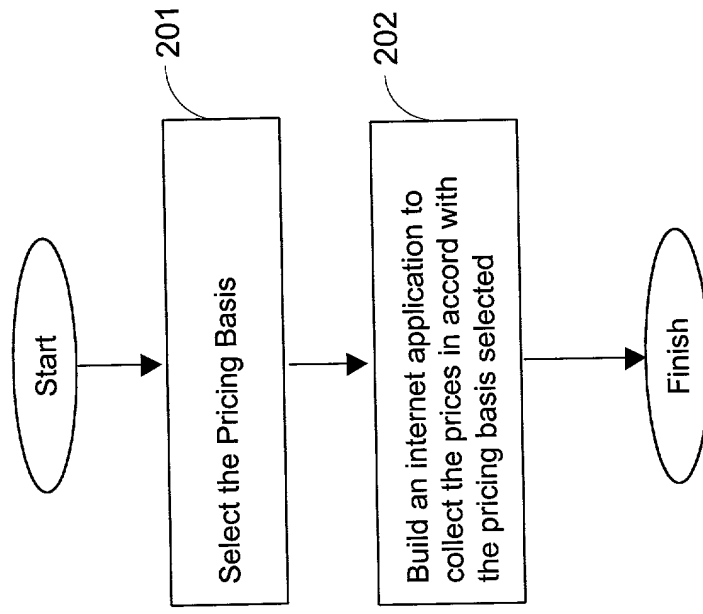


FIG. 1



**FIG. 2**

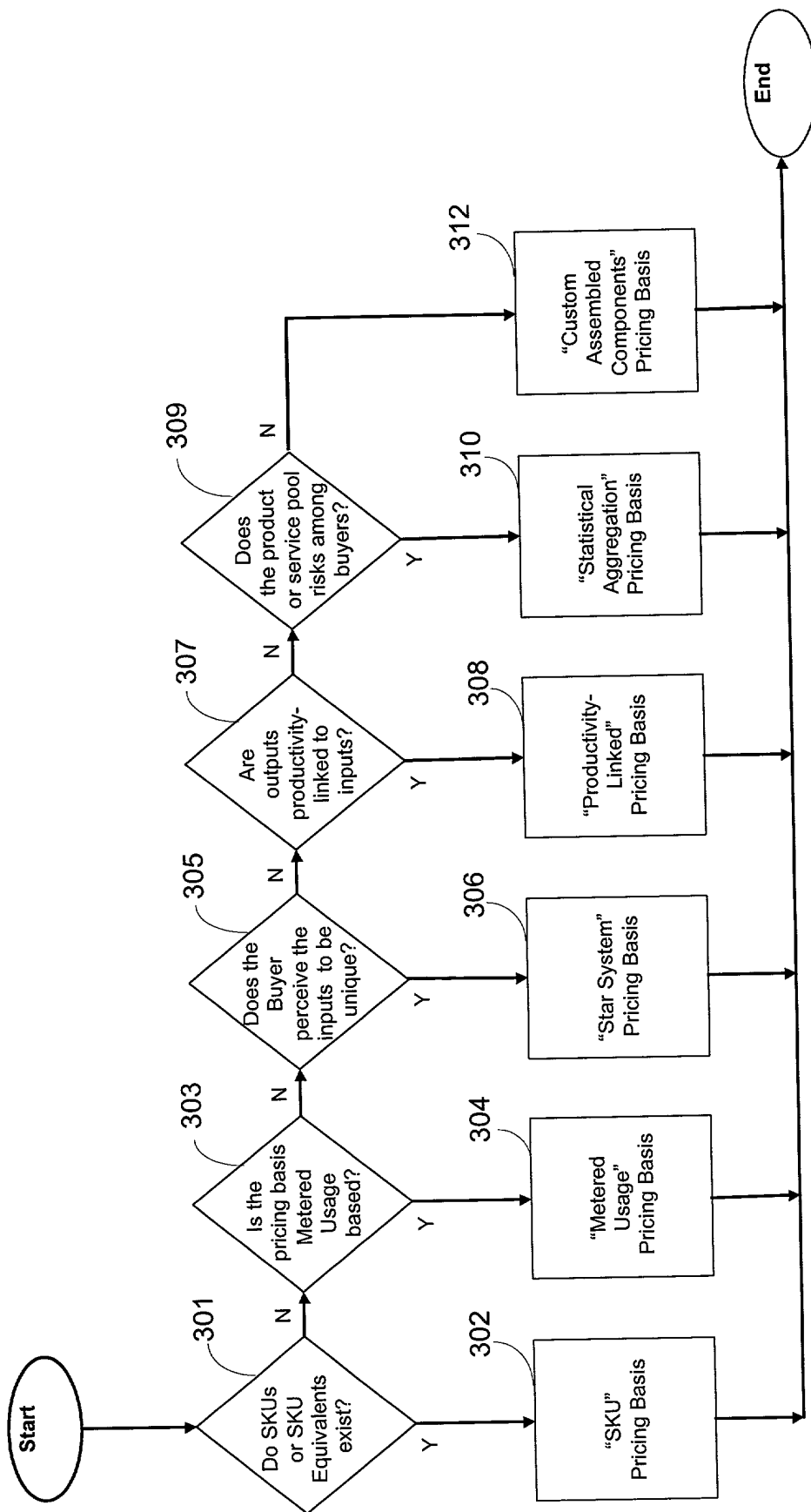


FIG. 3

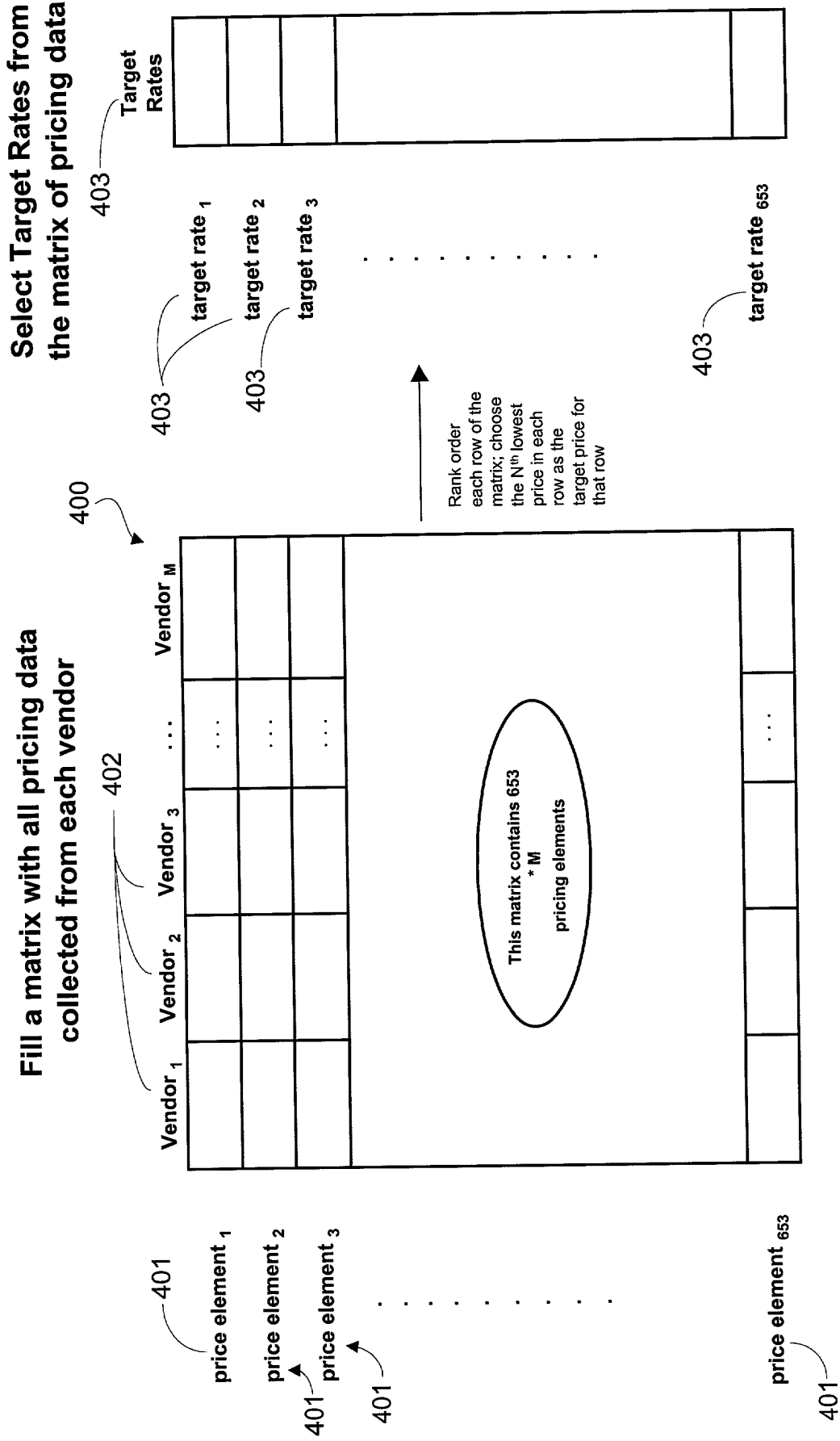


FIG. 4

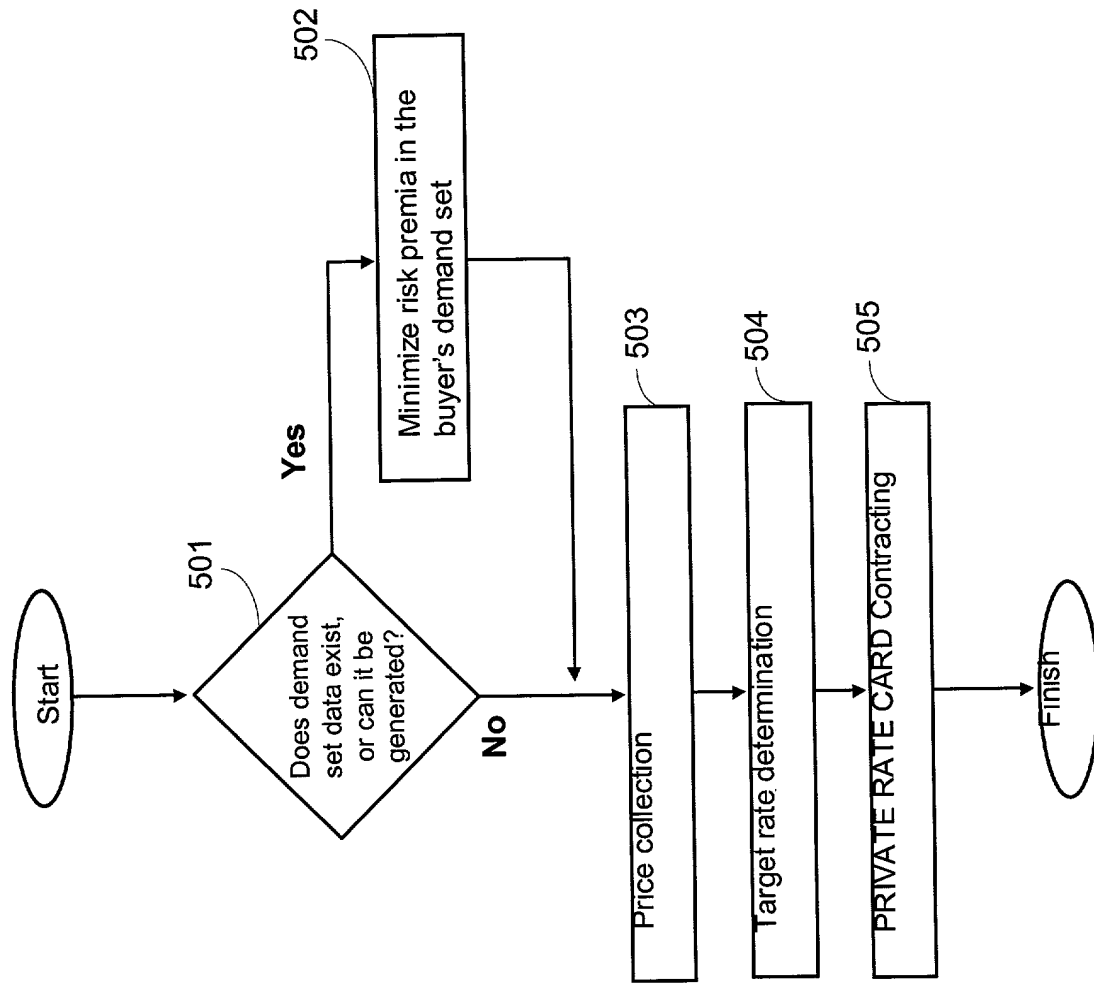


FIG. 5

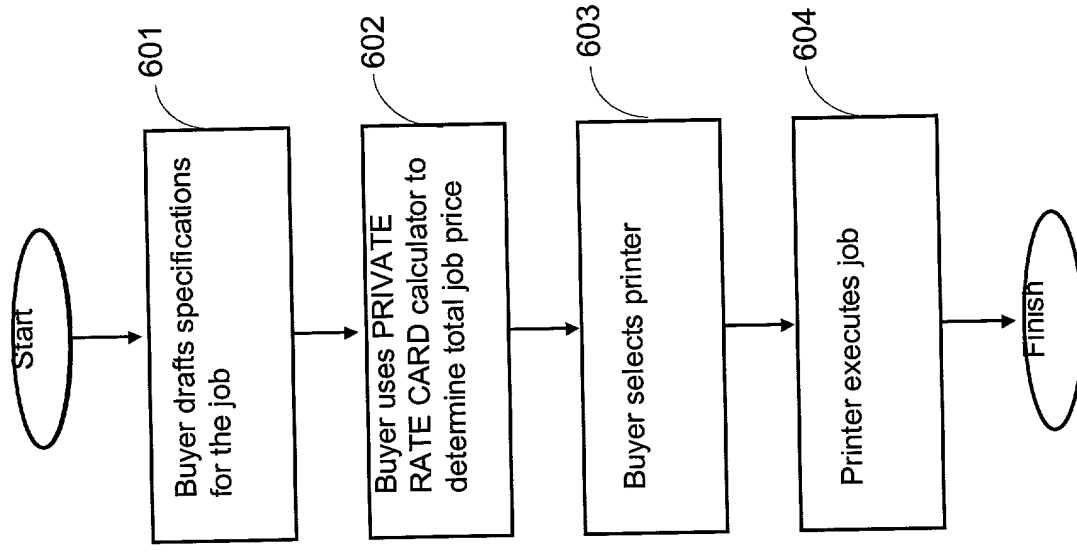


FIG. 6A

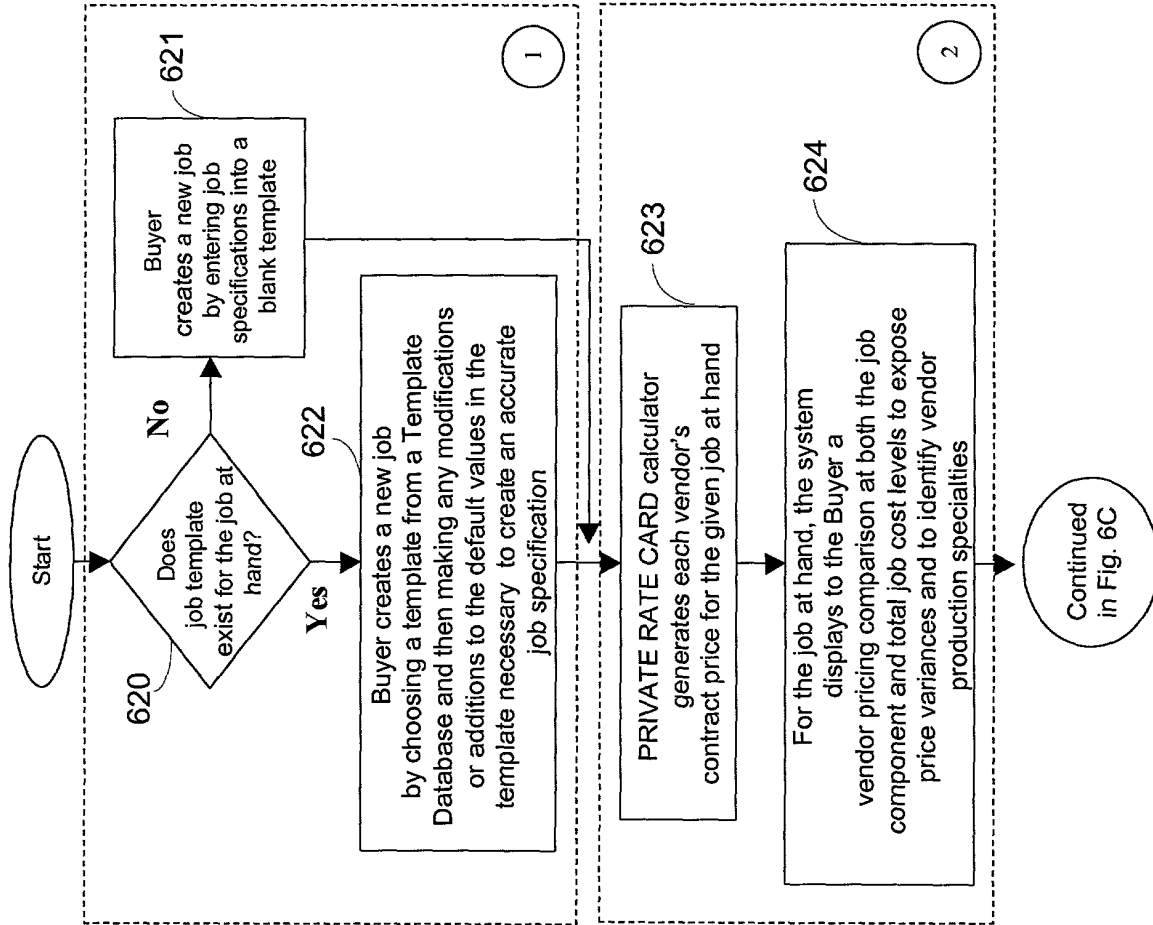


FIG. 6B

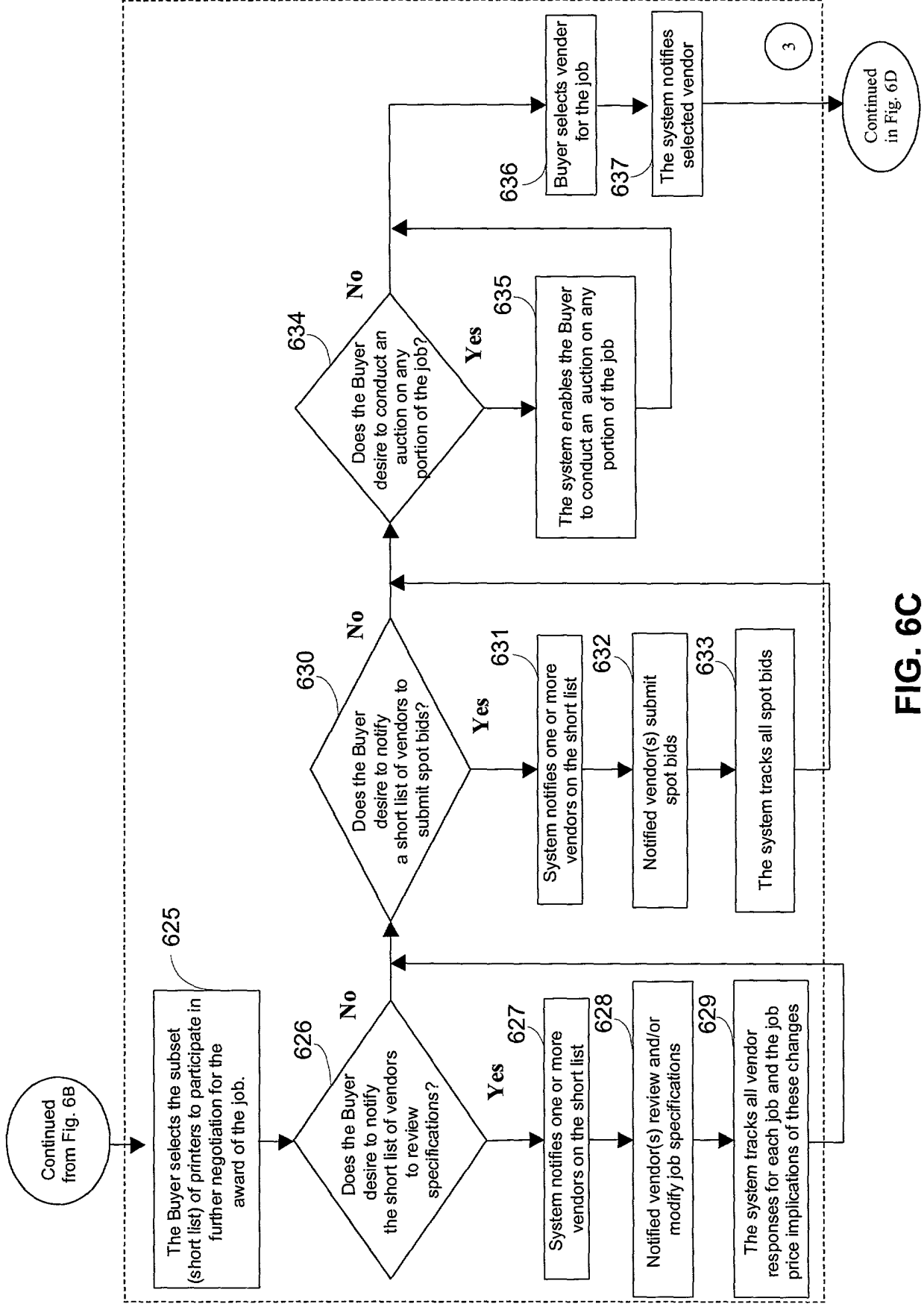


FIG. 6C



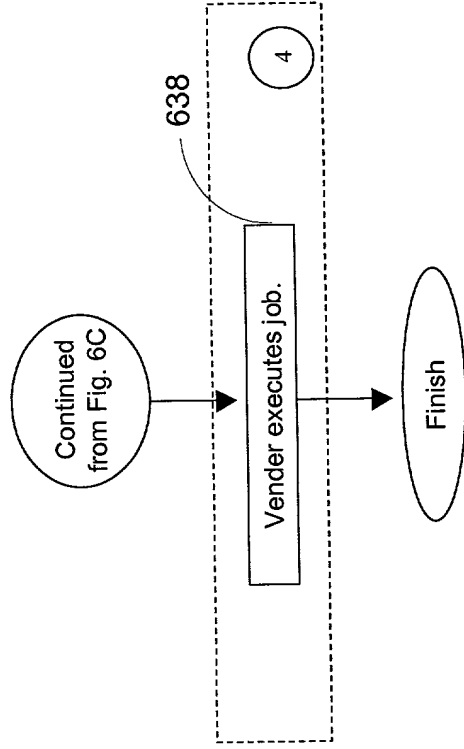


FIG. 6D

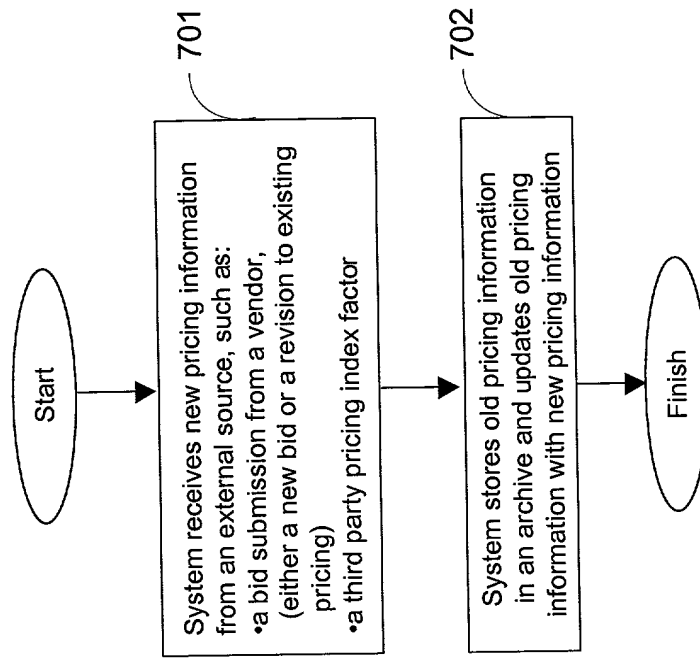


FIG. 7

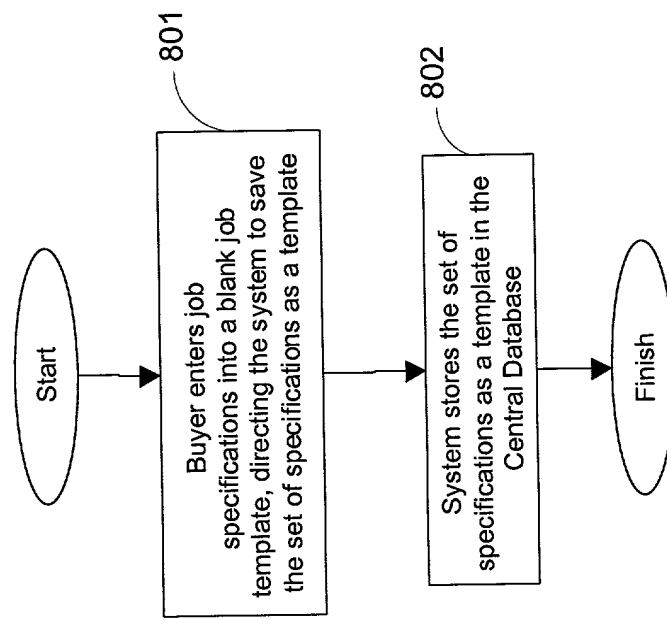


FIG. 8

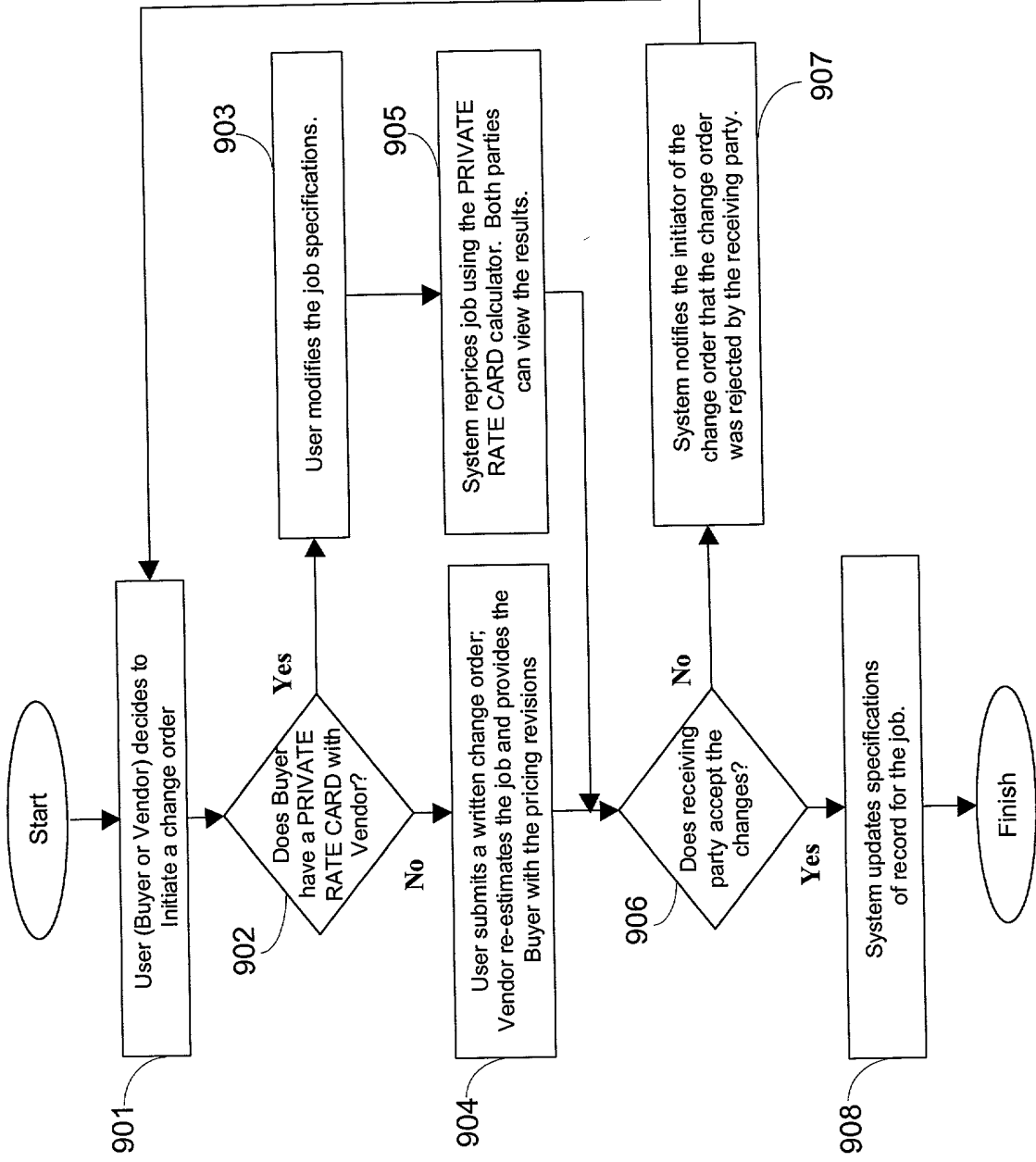
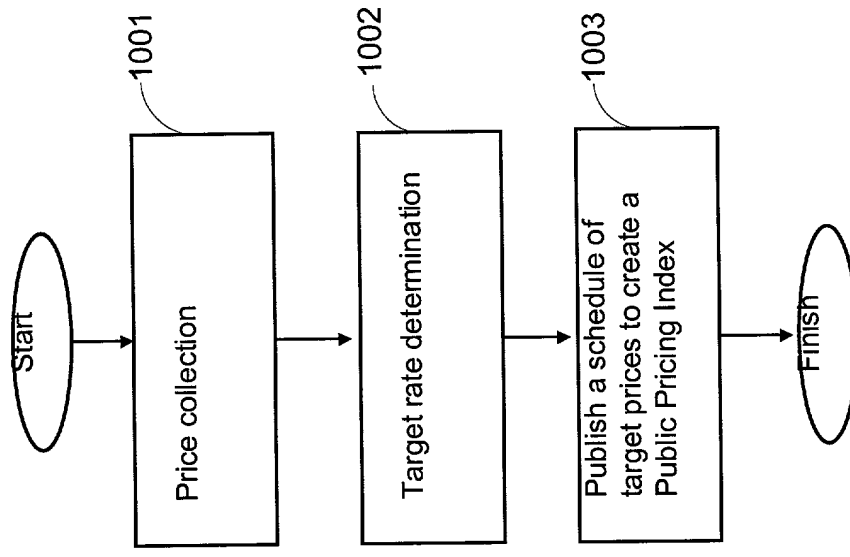


FIG. 9



**FIG. 10**

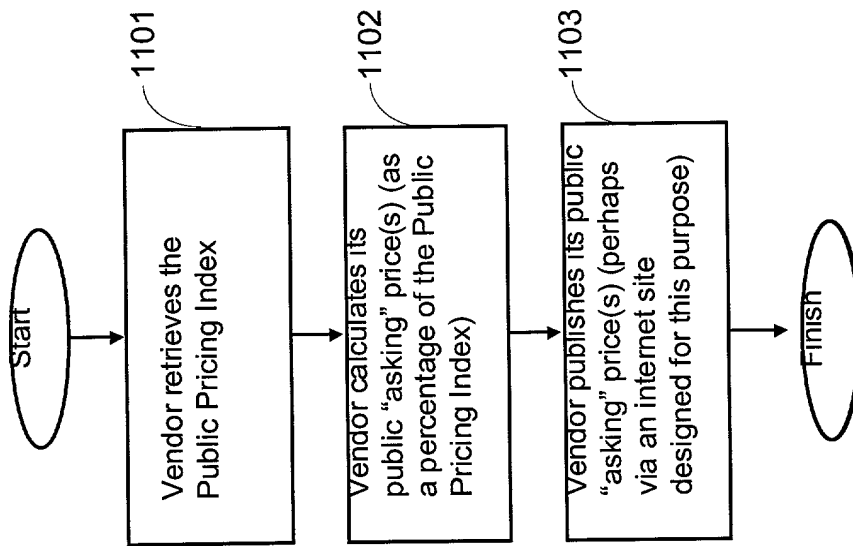


FIG. 11A

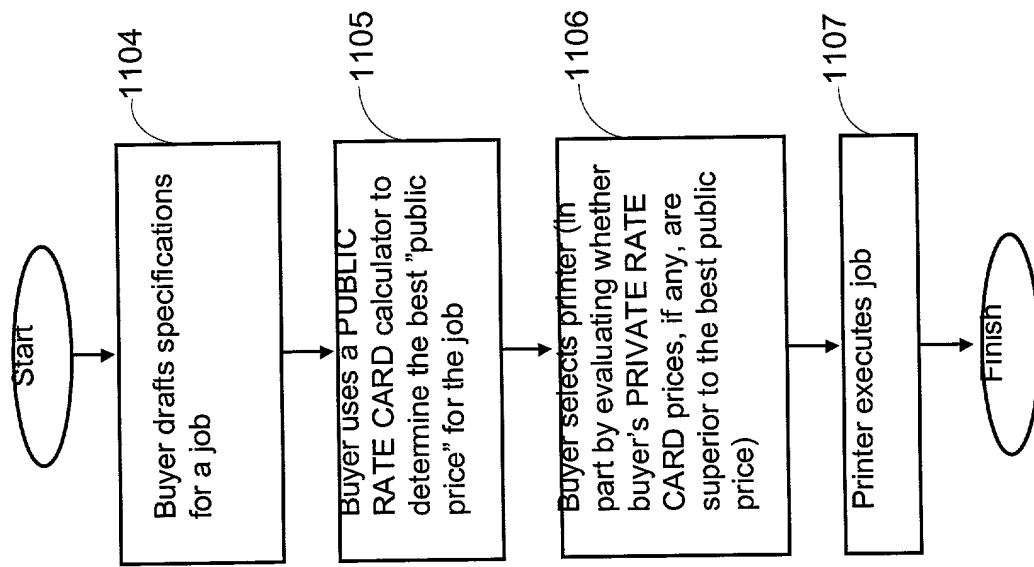


FIG. 11B

1200

Specifications	
Type of press	Sheet fed
Number of pieces	168,000
Number of "ups"	10
→ Number of sheets	16,800
Number of colors	6
Number of folds	2
Paper weight	70 lbs.
→ Sheet weight	0.14 lbs.
Paper price	\$0.45/lbs.

1201

Calculations to Determine Paper Cost			
1202	1203	1204	1205
	Ratecard Figures	Basic Parameters	Total Estimates
Paper Requirement			
Setup			
Base	100 lbs.	-	100 lbs.
Addl. per color	40 lbs.	6 colors	240 lbs.
Total setup	-	-	340 lbs.
Run			
Number of sheets	-	16,800	
Sheet weight	-	0.14 lbs.	2,352 lbs.
Waste	10%	0.14 lbs.	235 lbs.
Total run			2,587 lbs.
Total paper requirements			2,927 lbs.
Paper Price		\$0.45/lbs.	
Total Paper Cost			\$1,317

+

1205

1208

Calculations to Determine Print, and Finishing Cost			
1206	1207	1208	1209
	Ratecard Figures	Basic Parameters	Total Estimates
Printing			
Setup			
Base	\$120.00	-	\$120.00
Addl. per color	\$130.00	6 colors	\$780.00
Total setup			\$900.00
Run (ratecard is per 1,000 sheets)			
Number of sheets	-	16,800	-
Base	\$22.00	-	\$369.60
Addl. per color	\$7.50	6 colors	\$756.00
Total run			\$1,125.60
Cutting	\$0.02	2,587 lbs.	\$51.74
Folding			
Setup	\$60.00	2 folds	\$60.00
Run	\$2.20	168K broch.	\$369.60
			\$429.60
Print and Finishing Cost			\$2,506.94

Total Cost \$3,823.94  
CPM 22.76

FIG. 12

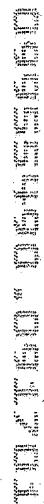




Fig. 13B

Zeberg - Microsoft Internet Explorer

Back Forward Stop Search Favorites History

Plates 1324

Type: Number 1325 1326

1327

Inline Finishing and Folding

Scoring and perforation: 1328

Inline folding: 1329

Number of folds: 1330

1302

Cover

Paper 1332

☐ Standard ☒ Other

Type Weight Grade Finish

Press 1333

☒ Accept defaults

Finished piece pages

Finished piece size: ☐ Standard ☐ Custom

Flat size: ☐ Standard ☐ Custom

Press type: ☐ Standard ☐ Custom

Press sheet size: ☐ Standard ☐ Custom

Run type: ☐ Ups ☐ Downs

Ink 1334

Front: ☒ 4 color process PMS ☐ Bleed

Back: ☒ 4 color process PMS ☐ Bleed

Coating/varnish: ☐ AQ ☐ VAR

Coating/varnish: ☐ AQ ☐ VAR

Done Internet

Fig. 13C

Zeberg - Microsoft Internet Explorer

Back Forward Stop Search Favorites History

Plates 1335

Type: Number

Inline Finishing and Folding 1336

Scoring and perforation:

Inline folding:

Number of folds:

1303

1303

Paper 1338

☐ Standard

☒ Other

Type Weight Grade Finish

Press 1339

☒ Accept defaults

Finished piece pages

Finished piece size:

☐ Standard ☐ Custom

Flat size:

☐ Standard ☐ Custom

Press type:

☐ Standard ☐ Custom

Run type:

☒ Ups ☐ Custom

length width length width length width

Ink 1340

Front: ☒ 4 color process ☐ PMS

☒ Bleed

Coating/varnish

AQ VAR

Done Internet

Fig. 13D

